

Alberta Sport Council
Annual Review for the Fiscal Year
April 1, 1992 - March 31, 1993



Sport Means Business



Sport Means Business

It goes without saying that participation in sport makes people healthier and happier. Sport also leads to greater physical fitness, higher self-esteem, camaraderie among teammates, as well as an improved sense of well-being and community pride.

But sport has to do more. Different political, social and economic times are challenging the sport community to become more business minded. This means becoming more financially self-reliant, more account-

able and developing services that Albertans need and value.

The Alberta Sport Council is establishing and forging more effective partnerships with its corporate contributors, provincial sport associations, communities and other members of the private sector. We will find more cost effective ways of providing this essential service.

The bottom line: Sport Means Business.

Major Sponsors



Alberta Treasury Branches



The Alberta Sport Council: Sport For All

The Alberta Sport Council came into being on April 1, 1984 as a non-profit, provincial Crown corporation with the mandate to enhance sport for all Albertans. Through corporate donations and lottery funding, the Council manages and assists in the implementation of programs that will maximize the participation and performance of Albertans in sport. No other organization like the Alberta Sport Council exists in Canada.

The Council's partners include: Alberta Community Development, the Alberta Government through its support from Alberta Lotteries, 79 provincial sport associations, the business community, municipalities, educational institutes, athletes, coaches, parents, officials, media and thousands of dedicated volunteers.

The Council operates under the guiding premise that if Albertans have the desire and talent to succeed in sport they should have the opportunity. To fulfil that commitment, the Alberta Sport Council has adopted five primary objectives:

1. To promote and assist in the organization of Zone and Alberta Games.
2. To distribute Alberta lottery proceeds dedicated for sport in a fair and equitable manner for the benefit of all Albertans.

3. To solicit financial contributions, services and other resources from individuals, organizations, businesses and corporations for the advancement of sport in Alberta.

4. To encourage the development of programs and services for athletes, coaches and officials at all levels of ability.

5. To work in cooperation with, and in support of, provincial sport associations, communities, educational institutes and other sport-related agencies.

The Council's six core beliefs:

- * All Albertans should have the opportunity to participate in an activity of their choice.
- * The volunteer is the cornerstone of sport development in Alberta.
- * Those with the heart, ability and desire should be given the opportunity to achieve their full potential.
- * The physical and mental well-being of the participant must be the central focus, resulting in fair play and ethics in sport.
- * Sport in Alberta can be developed and operated in an efficient and effective manner.
- * Sport is a shared responsibility, involving all Albertans in a spirit of partnership and mutual respect.



To Alberta's Sport Community and the Citizens of Alberta

From the Minister:

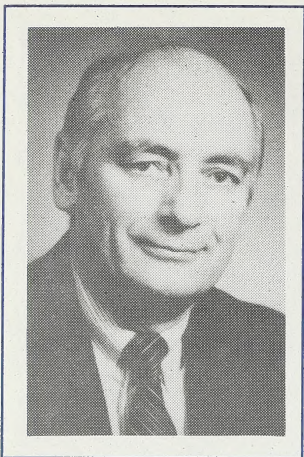
New times demand new approaches and new ways of doing things. To that end, in December 1992, Premier Ralph Klein announced a new, smaller cabinet. "The reduction from 26 members to 17 reflects Albertans' views about the size of government and is consistent with my commitments made during the leadership campaign," he explained. As a result, the Alberta Sport Council became part of Community Development.

Also included in this portfolio were Culture and Multiculturalism, Citizenship and Heritage Secretariat (formerly Multiculturalism Commission), Seniors, Recreation, Women's Issues, Alberta Alcoholism and Drug Abuse Commission, and Alberta Family Life and Substance Abuse Foundation.

As new economic and social realities present themselves, the Alberta Sport Council has a duty and obligation toward creating a better world for all Albertans. This means the business of sport will have to be run in a financially frugal manner. As for the future, the Alberta Sport Council and the sport community will have to position itself effectively to respond to the challenges and opportunities that avail themselves.

Dianne Mirosch

Minister, Alberta Community Development



From the Chairman:

The Alberta Sport Council had so many highlights during 1992-93 that it's impossible to give them all due attention in this space, so instead, I will focus on just a few — Intersport '92, the new Alberta Sports Hall of Fame and Museum, the 1992 Alberta Seniors Games and the Alberta Coaches and Officials Symposium.

As expected, Intersport '92 was a resounding success. Held in Red Deer, this sport conference allowed 275 of Alberta's top sport personnel to share information and to discuss issues of common interest and/or concern, as well as to learn from a variety of educational and informational sessions pertaining to the advancement and development of sport in Alberta.

At the 1992 Hall of Fame banquet, held in Calgary, it was announced that the Alberta Sports Hall of Fame and Museum, a program of the Alberta Sport Council, will be moving to Red Deer. The City of Red Deer has donated two acres of land, worth \$250,000, on Highway #2 for a new building. A Friends of the Alberta Hall of Fame Society has been established to raise \$4 million — \$2 million for construction and \$2 million for an endowment fund. It is hoped that the new Hall of Fame, which will be designed to look like a section of a stadium, will be ready in about three years' time.

From August 19 – 22, the community of Medicine Hat staged an outstanding and very successful event – the 1992 Alberta Seniors Games. Thanks to the efforts of hundreds of volunteers in organizing and staging this competition, over 1,000 Games' participants shared what for many will be the experience of a lifetime. The energetic, positive attitude of these Alberta seniors is an inspiration to all of us!

In the fall of last year Calgary was host to the first-ever Alberta Coaches and Officials Symposium, which was attended by 100 of this province's best coaches and officials. For the previous five years the Alberta Sport Council and the former Alberta Recreation and Parks co-sponsored a coaching conference, but this was the first time that officials were included. This marks an important new direction and is for the betterment of sport as a whole.

All in all, these achievements position amateur sport in Alberta in an exciting and invigorating path for the future.

J. Sherrold Moore

Chairman, Alberta Sport Council



From the Managing Director:

The Alberta Sport Council has a belief that sport is a shared responsibility, involving all Albertans in a spirit of partnership and mutual respect. The Alberta Sport Council has come to believe that, through sport, it has a duty and obligation toward creating a better world for all Albertans. Sport can be a base for a physically and mentally healthier population. Sport instills values, pride, and nurtures commitment and a sense of responsibility.

It is becoming increasingly apparent that no group can operate in isolation. The Premier's Conference on the Economy and the Towards 2000 Together forum have recognized a need to identify the challenges and to work together toward solutions. We see an increased interaction between the Alberta Sport Council and all divisions of government, education, sport, the private sector and the general public.

If you identify provincial priorities as being economic growth, employment, health and social responsibilities, the Alberta Sport Council is capable and must be seen to contribute meaningfully to the solutions.

As an exemplary corporate citizen, the Alberta Sport Council can contribute positively to Alberta's economic growth, employment, health and social responsibilities.

Max Gibb

Managing Director, Alberta Sport Council

On behalf of the Alberta Senior Citizens Sport & Recreation Association, I would like to thank you for the third quarter technical enrichment contribution of \$10,000 to the 1992-93 fiscal period.

This funding is extremely important to the ASCSRA. It assists not only the provincial office, but is invaluable to the branches by providing them with funds to carry out their various programs. We are indebted to the Alberta Sport Council and its partners for this continuing support and shall continue to draw this support to our members' attention in both our annual report and quarterly newsletter. — Ruth Becker, Coordinator.

On behalf of the Alberta Water Polo Association, I would like to extend our gratitude to the Alberta Sport Council for providing a cheque for \$20,500 to our sporting organization.

Through your continued support, our sport continues to grow and enables our Alberta community to enjoy participating in the first Olympic team sport.

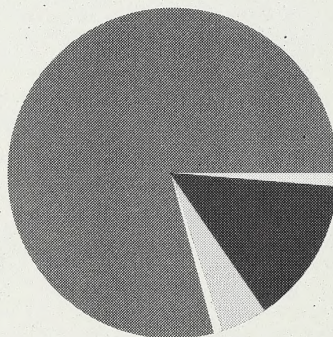
Thank you again for supporting our sport to success! — Michelle Platt, Program Coordinator, Alberta Water Polo Association.

1992-93 Expense Allocations by Strategic Objectives

Increasing Participation	\$ 3,700,000	• 31.22%
Promoting Excellence	\$ 3,000,000	25.32%
Technical Expertise	\$ 2,300,000	19.41%
Delivery	\$ 1,300,000	10.97%
Communications	\$ 500,000	4.22%
Administration	\$ 500,000	4.22%
Hosting	\$ 250,000	2.11%
Recognition	\$ 250,000	2.11%
TOTAL	\$11,850,000	100.00%

Revenue generation in 1992-93

Total: \$11,620,000



Lottery Dollars:
\$9,485,000 (81.62%)

Other:
\$185,000 (1.59%)

Corporate and
Individual Donations:
\$1,420,000 (12.22%)

Investment:
\$405,000 (3.49%)

Foundation for the Arts:
\$125,000 (1.08%)

The Alberta Sport Council receives the lion's share of its funding from the Alberta Lottery Fund — a total of \$9.5 million in 1992-93. Another \$2.1 million was generated through corporate sponsorship, individual donations and other revenues. These funds go directly to Alberta's provincial sport associations, local sport groups and communities, as well as towards the delivery of the Council's own programs.

Alberta Seniors Games

The Seniors Games, held every even-numbered year, are open to participants over 55 years of age.

Medicine Hat Hosts Seniors Games In Sun and Snow

When the 1992 Alberta Seniors Games began on August 19 the daytime temperatures were around 33° C, but by the time the Games had finished the mercury plummeted to around zero degrees, with lots of snow blanketing the city's flowers and greenery. Nonetheless, the seventh biennial Alberta Seniors Games, which featured 931 participants in 22 sports, were a splendid success.

Other Highlights

- * The Alberta Senior Citizens Sport and Recreation Association continued to provide the volunteers required to organize playoffs to select the Seniors Games participants.

- * The 1,100-kilometre long Blue Flame torch relay travelled from Hinton, host of the 1990 Alberta Seniors Games, to Medicine Hat.

- * About 1,000 volunteers helped ensure the Games were run smoothly.

- * Ice curling and a choir festival were held as unique extras.

- * Zone 6 (Edmonton) was the most triumphant since it was both the most improved zone (it beat Zone 1, the host, by the tiniest of margins) and the zone with the most medals.

- * A curling display was created through cooperation with the Alberta Sports Hall of Fame and Museum.

- * CBC Television provided daily reports of the Games throughout the province, while the cable network broadcast live coverage of the opening ceremonies, as well as daily reports.

- * The Medicine Hat Games were extremely well managed resulting in a significant financial surplus which has been left in the community for seniors sport and cultural projects.

Alberta Summer and Winter Games

Athletes qualify for Alberta Games through playoffs or Zone Games in each of the Alberta Sport Council's eight provincial zones. Summer Games are held during odd-numbered years and Winter Games during even-numbered years. Each Alberta Games host community receives a \$350,000 operating and cultural grant from the Alberta Sport Council.

Although there were no Alberta Summer or Winter Games during this fiscal year, a substantial amount of organizational work has taken place for the 1993 Alberta Summer Games in Wetaskiwin, August 5 - 8 and the 1994 Alberta Winter Games in St. Albert, March 3 - 6.



Medicine Hat — 1992 Alberta Seniors Games Board of Directors

Frank Rogers, Chairman

Don Smith, Safety & Communications

Lorne Holden, Senior Liaison

Cathy Smith, Protocol

Brian McNally, Food & Accommodation

Hugh English, Promotion

Fred H. Kramer, Administration

Fred Kramer, Friends of the Games

Val Miller, Transportation

Marv Woelfle, Sports

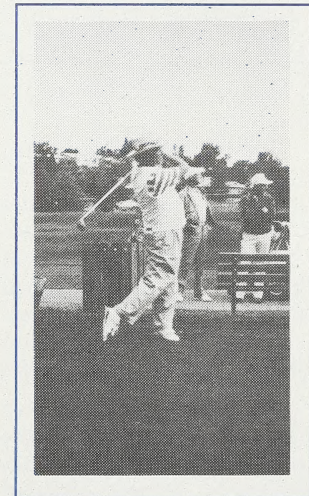
Joe Stroh, Registration & Results

Chick Taylor, Facilities & Warehousing

Jane MacKay, Culture

Laurie Sharland, Volunteers

Frank Merkl, City Liaison



Sport Outreach Training Scholarships

Thank you very much for providing me with a Sport Outreach Training Scholarship for the biathlon camp in Camrose during August.

I enjoyed the camp very much and have been working to improve my fitness level.

*Thank you very much. —
Robert Heie*



On behalf of the Paralympic Sports Association, please accept our sincere thanks for the financial assistance received from the Alberta Sport Council in the amount of \$4,250. This had made possible the purchase of 12 new ice sledges for our sledge hockey program.

Again, thank you for your favourable consideration of our application. — Dorothy McPherson, Executive Director, Paralympic Sports Association.

The Council's scholarship program offers financial assistance to hundreds of athletes attending approved live-in sport camps within Alberta. The amount of the scholarship depends on the cost of the camp and the financial need of the athlete.

* 1,250 participants from 178 municipalities received scholarships.

* 28 sports participated in the program.

* 73 different sport camps received approval for Sport Outreach Training Scholarships.

* A total of \$109,804 was allocated.

Local Sport Development Projects

Through this program, local sport groups can apply to the Alberta Sport Council for funding towards equipment purchases, coaching services and other worthwhile projects. During 1992-93, 505 applications for Local Sport Development Projects were approved for a total of \$1,273,521.

Examples:

Zone 1 — The Sik-Ooh-Kotoki Native Friendship Society of Lethbridge received \$4,000 towards the purchase of a universal gym for sport development purposes.

Zone 2 — The Wintergreen Sprint Canoe and Kayak Club of Bragg Creek received \$10,000 towards the purchase of a thirty-foot war

canoe and accessories.

Zone 3 — The Deer Run Bantam Colts Football Club of Calgary received \$1,250 towards the purchase of a two-man blocking sled for the football program.

Zone 4 — The Central Alberta Disabled Ski Program of Red Deer received \$2,799 towards the purchase of a sit-ski and outriggers for the disabled skiing program.

Zone 5 — The Onoway Jackrabbit Club received \$1,800 towards the purchase of cross country ski equipment.

Zone 6 — The Edmonton Wrestling Club received \$5,000 towards the costs of hiring a coach for the wrestling program.

Zone 7 — The Moose Lake Magic Waterski Club of Bonnyville received \$1,600 towards the purchase of equipment for water ski slalom courses.

Zone 8 — Kirk Loberg of Sexsmith received \$650 towards the training costs in the sport of biathlon.

Innovative Projects

The purpose of this program is to support selected sport development activities at the provincial level and to respond to the needs of provincial sport associations which may arise throughout the year.

Examples:

* Swim Alberta received \$1,842 to create a Club Development Series of informational handbooks for parents and parent executives.

* The University of Alberta, Faculty of Physical Education and Recreation received \$5,000 to host the annual conference of the North American Society for Sport Management in Edmonton.

* Water Ski Alberta received \$3,352 to purchase an automatic computer jump measuring system.

Athlete Development

Alberta Sport Council programs encourage those participants who have the talent and desire to pursue their maximum potential in their chosen sports.

Funding is provided for talent identification, training and competition opportunities for our developing and high performance athletes.

This year \$1.4 million of lottery funding was used by the provincial sport associations for development of Alberta's athletes.

Leadership Development

Strong leadership provides the basis for successful athlete and sport development. Every provincial sport association receives support in order to provide their coaches and officials with opportunities to upgrade and expand their programming and technical skills. This year \$1.9 million of lottery funding was provided to provincial sport associations.

National Coaching Certification Program (NCCP)

This program, developed by the Coaching Association of Canada (CAC), is designed to train and educate coaches. It provides coaches at all levels with a systematic way to improve their knowledge and skills in the theoretical, technical and practical aspects of coaching. This year the following theory courses were conducted in Alberta with outstanding attendance:

* Level 1 Theory — 93 courses, 2,761 participants.

* Level 2 Theory — 40 courses, 1,104 participants.

* Level 3 Theory — 14 courses, 242 participants.

Hiring Professional Technical Staff

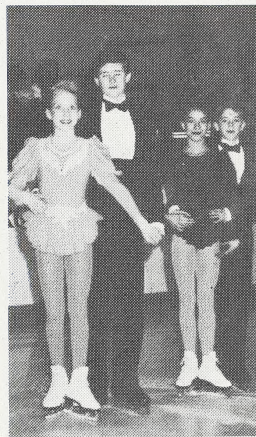
Through this program, support funding is provided to provincial sport associations for hiring technical experts in their sports. A total of 85 individuals were supported in employment as technical directors, program directors/coordinators and provincial coaches.

Alberta Coaches and Officials Symposium

The theme of the first-ever Alberta Coaches and Officials Symposium, co-sponsored by the Alberta Sport Council and the former Alberta Tourism, Parks and Recreation, was entitled "Together We Make The Difference." Held in Calgary of October 15 to 17, 1992, it was attended by more

My family and I are members of the Alberta Ski Association and would like to take this opportunity to thank you for your support to our organization. I have two daughters currently enrolled in the competitive downhill ski racing program in Red Deer and they enjoy it immensely.

It is only with much needed and appreciated support from your organization that all children can aspire to be the best they can be . . . Again, on behalf of our family thank you for your helping hand. — Bryan Meaney.



On behalf of the athletes, parents and coaching staff of the Calgary Warriors Track Club, please accept our heartfelt thanks for your generous donation (Amoco Canada Petroleum Co. Ltd.) through the Alberta Sport Council.

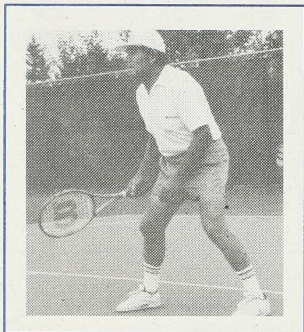
Our very enthusiastic young athletes will benefit significantly from the added coaching your donation will afford us. — Richard G. Albert, Treasurer, Calgary Warriors Track Club.

On behalf of the Alberta Curling Federation, please accept our sincere and most appreciative "Thank You" for funding made available to our sport organization from the Alberta Sport Council.

Through this generosity and co-operation, we are able to provide programs for athletes, coaches and officials throughout Alberta.

As a form of recognition to the Alberta Sport Council, your logo appears on our Provincial Playdown poster, the Alberta Rocks poster and brochures (junior summer camp), which are displayed in all curling clubs in Alberta.

Curling administrators as well as curlers are informed of funding from the Alberta Sport Council. — Shirley Fisher, President, Alberta Curling Federation.



On behalf of Tennis Alberta I would like to thank you for the Technical Enrichment funding approved for April 1, 1992 to March 31, 1993. The association recognizes the Alberta Sport Council wherever and whenever possible to acknowledge the assistance and to educate the public on Tennis Alberta revenue sources. — Gail Kawecky, Program Director, Alberta Tennis Association.

than 100 of this province's best coaches and officials.

It is hoped that this symposium will become an annual event. One of the highlights of the 1992 Alberta Coaches and Officials Symposium was where four coaches and four officials were recognized for their outstanding achievements. The honoured coaches were:

- * Ritch Braun, athletics
- * Bert Goldberger, soccer
- * Dru Marshall, field hockey
- * Jan Ullmark, figure skating.

The honoured officials were:

- * Eldon Godfrey, diving
- * Bill Haliburton, wrestling
- * George McCorry, hockey
- * Dennis McFarlane, figure skating.

Intersport '92

Intersport '92, co-sponsored by the Alberta Sport Council and the former Tourism, Parks and Recreation, was held April 30 to May 2, 1992 in Red Deer. The theme was "Meeting Future Challenges — The Power Within." Intersport '92, which attracted 275 top Alberta sport volunteers and administrators as well as coaches, officials and athletes, was an opportunity for camaraderie and the exchange of ideas, as well as to learn more about sport.

One of the many highlights was honouring the eight winners of the Sport Volunteer Recognition Awards. These awards, now in their fifth year, are intended to recognize those individuals who volunteer

their time and expertise to support the programs and development of amateur sport in Alberta. Their valuable contributions are crucial to the continuity, enhancement and success of amateur sport in our province. The award winners were:

- * Fran Heath, Synchro Swim Alberta
- * Walter Scott, Vermilion Vipers Swim Club/Vermilion Nordic Ski Club
- * Pauline Ingall, Alberta Badminton Association
- * Nancy Craig, Alberta Orienteering Association
- * Frank McBride, Alberta Golf Association
- * John Vipond, Alberta/Northwest Territories Section of the Canadian Figure Skating Association
- * Alex Barnes, Alberta Amateur Softball Association
- * Helgi Leesment, Albert Rhythmic Sportive Gymnastics Federation.

Canada Games Enrichment

Support was provided to 22 associations to prepare athletes and coaches in the second year of a four-year cycle leading up to the 1995 Canada Winter Games in Grande Prairie.

Assistance was also provided to the 19 Canada Summer Games sports as they entered the final year of a four-year program in preparing for the Games in Kamloops in August 1993.

Alberta Athlete Development Program

This program provides financial assistance to Alberta's top high performance athletes as selected by their provincial sport associations. It is designed to assist these athletes in achieving national ranking by helping to offset personal costs while training and competing. A two-level carding system is in place (Gold: \$1,200 and Silver: \$750) to help assist these athletes.

* Support was provided to 59 sports that identified a total of 851 high performance athletes.

Sport Training Centres

This program provides financial assistance to provincial sport associations to help establish provincial, regional and national training centres in Alberta.

* The Alberta Sport Council supported and provided funding to five centres during 1992-93. These centres allowed national and provincial level athletes and coaches to train in the best possible environments. The training centres also provide an opportunity for Alberta athletes to meet national team members.

* Three national team training centres were supported in the sports of badminton, hockey and volleyball. At the Western Canadian regional level, a soccer centre was supported in Edmonton. Two track and field provincial level centres in Edmonton and Calgary were also supported.

Opportunities for the Development of Athletes With Disabilities

This program provides financial assistance for the encouragement, development and promotion of athletes with disabilities.

Examples of projects funded during 1992-93 included:

* Equity Outdoors for the development of specialized sporting activities.

* Cerebral Palsy Sports for athlete participation in the 1992 Paralympic Games.

* John Belanger for the purchase of a basketball wheelchair.

Zone Activities

A **Zone 1** coaching conference took place on June 4 - 5, 1992 at Lethbridge featuring coach John Wooden, formerly of the UCLA Bruins. The conference banquet was attended by 220 sport enthusiasts while 66 delegates attended various sessions on coaching, performance, event planning and attitudes in sport. The closing keynote was provided by Harry Neale of Hockey Night In Canada.

Two Local Sport Development recognition dinners were also held, in Lethbridge and Medicine Hat, to recognize grant recipients and Alberta Sport Council sponsors.

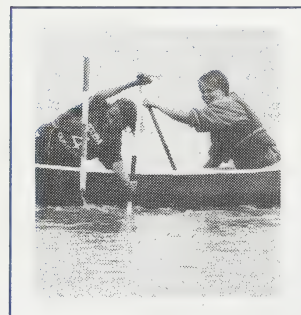
In **Zone 2** a Local Sport Development luncheon was held May 23, 1992 in Bieseker. Several groups were recognized for their junior development programs and Alberta Sport Council sponsors also had the

As president of the Edmonton Aurora Synchronized Swim Club, I am writing to thank you for the grant received by nine of our synchronized swimmers through the Alberta Athlete Development Program.

Swim clubs such as ours are facing increasing financial difficulties as bingo and grant revenues are diminishing. The generous funding from the Alberta Athlete Development Program greatly assists the families of our athletes who face ever increasing costs for athletic training.

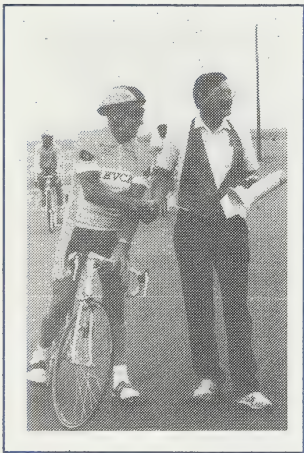
In June of 1992 the Edmonton Aurora Senior team (all of whom received funding through the Alberta Athlete Development Program) travelled to Rome, Italy to compete in the Roma Sincro swim meet. Eighteen countries were represented at this meet. The Aurora swimmers received a bronze medal, and were honoured in November with a City of Edmonton Salute To Excellence award.

Thank you again for your generous support of these talented young athletes. — Wendy Harrison, President, Edmonton Aurora Synchronized Swim Club.



Thank you for attending the recent Alberta Colleges Athletic Conference hockey game in Red Deer where you made a cheque presentation on behalf of the Alberta Sport Council to ACAC President Yvonne Becker. The ACAC was pleased to provide the Council with the opportunity to receive recognition for the tremendous support directed towards college athletics in this province.

On behalf of the ACAC, please accept my gratitude for the ongoing commitment shown by the Alberta Sport Council to the ACAC. — Mark B. Kosak, Executive Director of the ACAC.



On behalf of the Kananaskis Alpine Ski Club specifically, and junior ski racing in general, I thank you for your support and generous donation throughout the year and in particular for the Juvenile Black South Zone Finals that were held at Nakiska on March 6 and 7, 1993. It is through the support of organizations such as yourselves that we are able to provide our children with such rewarding experiences and lifelong memories. — Bruce Gerrard, Chief of Race, Kananaskis Alpine Ski Club.

opportunity to explain their companies' involvement in amateur sport through the Alberta Sport Council.

Canada Olympic Park was the site of the **Zone 3** Local Sport Development (LSD) luncheon on November 19, 1992 at which time grant recipients within the past year were recognized and Alberta Sport Council sponsors presented cheques to the recipients.

The 1992 Central Alberta Sport Conference was held November 7, 1992 in Rimbey with over 100 volunteers and coaches in attendance. An outstanding line-up of conference presenters included Dr. Geoff Gowan, President of the Coaching Association of Canada, and Tom Thompson, Chairman of the 1995 Canada Winter Games Committee.

Numerous **Zone 4** LSD recipients were recognized during a luncheon which also involved Alberta Sport Council sponsors.

In **Zone 5** a Local Sport Development luncheon was held in St. Albert on November 9, 1992 to recognize several Zone 5 athletes for their outstanding athletic achievements.

In **Zone 6**, the month of March, 1993 was declared "Coaching Education Month" and attempts were made to provide National Coaching Certification Program (NCCP) clinics to Edmonton area coaches, as well as to generally improve the knowledge of coaches. Eighteen educational opportunities were made available and 345 participants attended these sessions.

On March 13, 1993 a Local Sport Development luncheon was at-

tended by 129 individuals who were treated to a motivational talk by National Team Swimming coach, Deryk Snelling.

In **Zone 7** a total of 73 coaches and sport executives attended the North Eastern Alberta Sport and Coaches Conference in St. Paul in October, 1992. Educational sessions were provided for coaches and sport club executives. Hockey coaching sensation Clare Drake was the keynote presenter.

On November 21, 1992 a Local Sport Development luncheon was hosted in Grande Prairie involving 49 individuals. This luncheon provided recognition to **Zone 8** athletes and teams who had received funding from the Alberta Sport Council and our sponsors.

Hosting Program

Financial support is provided to groups hosting major championships and sporting events. Many benefits accrue to a community, such as a legacy of human resources, new and upgraded facilities and long-lasting community spirit.

During 1992-93, the Council supported a total of 25 events: 6 international competitions; 3 North American championships; 12 Western Canadian championships; and 4 competition bids.

Arctic Winter Games

The 1994 Arctic Winter Games, March 6 - 12, will be hosted in Slave Lake, Alberta. This year assistance was provided to 19 sports for team training and selection.

Fundraising

One of the Council's major priorities is the development and maintenance of a stable, diverse and flexible base of financial support for sport. The Sport Marketing Division coordinates the fundraising function — from corporate donations to planned giving.

The Council's major source of funding is the Alberta Lottery Fund. It provides approximately 80 per cent of the Council's support. As well, strategies have been designed to foster long-term, mutually beneficial partnerships between Alberta's business community and amateur sport. For example, corporate sponsors provided over \$450,000 in direct support to Alberta Sport Council programs in 1992-93.

Our Major Corporate Sponsors

AGT Limited

Canadian Western Natural Gas.
Co. Ltd./Northwestern Utilities Ltd.

Alberta Energy Company Ltd.

Amoco Canada Petroleum

NOVA Corporation of Alberta

Pepsi-Cola Canada

Alberta Treasury Branches

Canada Safeway Ltd.

Official Suppliers/Contributors

Alberta Natural Gas

Andres Wines (Alberta) Ltd.

Labatt's Alberta Brewery

Canadian Airlines International

TransCanada PipeLines

TransAlta Utilities

Humpty's Restaurants

Sports Fund

Individuals and businesses in the province contributed \$1,022,315 to sport through the Council's Sports Fund program. These dollars went directly to support Alberta's provincial sport associations, Zone Games and Alberta Games.

Endowment Funds

At the 1992-93 year-end, the Alberta Sport Council had 11 endowment agreements, resulting in an additional \$346,432 being targeted to sport programs in the province.

Communications

The Alberta Sport Council utilized a variety of communication means to deliver the sport message to the province. Some examples include:

- * Province-wide cable television coverage of the 1992 Alberta Seniors Games.

- * "Sport For All" newsletter, published quarterly and distributed to the sport community.

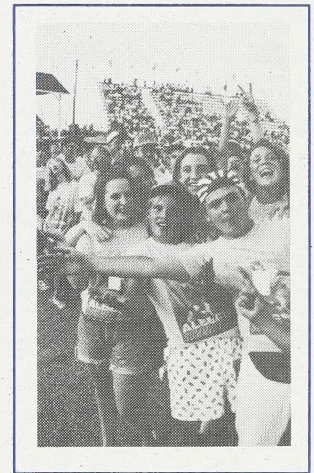
- * 1992 Alberta Seniors Games results, including full lists of participants, were provided to provincial government representatives.

- * Local Sport Development funding allocations, scholarship recipients and upcoming events information were also provided to provincial government representatives.

- * The Alberta College of Art Public

You people at the Sport Council are the definition of efficiency . . . The reason for my response is simply to express our profound appreciation to the Alberta Sport Council for the financial support to the Alberta Freestyle Skiing Association.

Our sport association, like most in the province I suspect, simply could not operate our programs without the support of the Alberta Sport Council. Thank you. — James R. McPherson, Chairman, Alberta Freestyle Skiing Association.



On behalf of the Alberta Netball Association I would like to thank you and your organization for your continued advice, encouragement and financial support.

With support from organizations like you, netball here in Alberta will only continue to benefit and grow.

I thank you again and look forward to working with you in the near future. — Paula MacWilliam, President, Alberta Netball Association.

Alberta Sport Council's Board of Directors

*J. Sherrold Moore, Chairman,
Calgary*

*Orest Korbutt, Vice-Chairman,
Edmonton**

Gary Belecki, Calgary

*Kelly Blackshaw, Calgary**

*Ardell Clark-Tronnes, Smoky
Lake*

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Joan French, Calgary

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*Kathie Hankins, Stettler***

Dr. John Irwin, Blairmore

*Jack McAvoy, Manning**

*A.J. ("Perky") McCullough,
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*Julian Nowicki, Deputy Minis-
ter, Alberta Tourism, Parks and
Recreation, Edmonton****

*Max Gibb, Secretary to the
Board and Managing Direc-
tor, Alberta Sport Council,
Calgary*

** Term ended September 30,
1992*

***Term began October 1, 1992*

****Term ended December 21,
1992*

*****Term began March 1, 1993*

Advertising Program in Calgary provided provincial sport associations with artwork for event promotions and agency identification purposes.

* Promotional packages were produced for the 1992 Alberta Seniors Games. The package consisted of posters, brochures and rule books. Many were distributed to community centres, local seniors clubs, recreation boards, municipalities, sport facilities, tourism and information centres, Alberta Treasury Branches and Alberta Lotteries retailers.

Inductees to the Alberta Sports Hall of Fame

The Alberta Sports Hall of Fame and Museum, a program of the Alberta Sport Council, is a tribute to Alberta's athletes and sport builders. It honours those who have brought distinction to Alberta and to themselves through their achievements in competition or through years of meritorious service.

This year there were eight inductees:

* Kurt Browning, a three-time world figure skating champion from Caroline.

* Phyllis Loewen, a speed skater from Rocky Mountain House.

* Harold Mandeville, a rodeo star from Lethbridge.

* Eric Rogers, an Olympic weight-lifter from Calgary.

* Ronald and Margaret Southern,

equestrian builders from Calgary.

* Robert Stewart, a baseball and hockey builder from Stettler.

* Scott Henderson, an alpine skiing athlete/builder from Calgary.

Volunteers — The Heart & Soul of Amateur Sport

The Alberta Sport Council has a small staff, but its real strength is thousands of volunteers. All are dedicated, hard-working people with a proven commitment to the Council and its goals. Some officiate at events, others acts as committee members or sit on the Council's Board of Directors.

The Alberta Sport Team

Tens of thousands of Albertans — athletes, coaches, administrators, officials and volunteers as well as groups and individuals representing the following sport groups — all of Alberta's sport team — received funding and program support:

Alpine Skiing — Alberta Alpine Ski Association

Amputee — Alberta Amputee Sports and Recreation Association

Athletics — Athletics Alberta

Badminton — Alberta Badminton Association

Baseball — Baseball Alberta and Little League Baseball Alberta

Basketball — Alberta Basketball Association

Baton Twirling — Alberta Baton Twirling Association

Biathlon — Biathlon Alberta

Bicycling — Alberta Bicycle Association

Blind Sports — Alberta Sport and Recreation Association for the Blind

Bobsleigh — Alberta Bobsleigh Association
 Bowhunters and Archers — Alberta Bowhunters and Archers Association
 Bowling — Bowling Federation of Alberta
 Boxing — Alberta Amateur Boxing Association
 Broomball — Alberta Broomball Association
 Canoeing — Alberta Canoe Association
 Cerebral Palsy — Alberta Cerebral Palsy Sports Association
 Cricket — Alberta Cricket Association
 Cross Country Skiing — Cross Country Alberta
 Curling — Alberta Curling Federation
 Deaf Sports — Alberta Deaf Sports Association
 Disabled Skiing — Alberta Association for Disabled Skiers
 Diving — Canadian Amateur Diving Association - Alberta Section
 Equestrian — Alberta Equestrian Federation
 Fencing — Alberta Fencing Association
 Field Hockey — Alberta Field Hockey Association and Alberta Women's Field Hockey Association
 Figure Skating — Canadian Figure Skating Association - Alberta Section
 Football — Football Alberta
 Freestyle Skiing — Alberta Freestyle Skiing Association
 Golf — Canadian Ladies Golf Association - Alberta Branch; Alberta Golf Association
 Gymnastics — Alberta Gymnastics Federation
 Handball — Alberta Handball Association
 Hang Gliding — Alberta Hang Gliding Association
 Hockey — Alberta Amateur Hockey Association
 Horseshoe Pitching — Alberta Horseshoe Pitchers Association
 Judo — Judo Alberta
 Karate — Karate Alberta
 Lacrosse — Alberta Lacrosse Association
 Lawn Bowling — Lawn Bowls Association of Alberta
 Luge — Alberta Amateur Luge Association
 Modern Pentathlon — Alberta Modern Pentathlon Association
 Netball — Alberta Netball Association
 Orienteering — Alberta Orienteering Association
 Sport Parachuting — Alberta Sport Parachuting Association
 Racquetball — Alberta Racquetball Association

Rhythmic Gymnastics — Alberta Rhythmic Sportive Gymnastics Federation
 Ringette — Ringette Alberta
 Rowing — Alberta Rowing Association
 Rugby — Alberta Rugby Football Union
 Sailing — Alberta Sailing Association
 Shooting — Alberta Federation of Shooting Sports
 Ski Jumping and Nordic Combined — Alberta Ski Jumping and Nordic Combined Association
 Soaring — Alberta Soaring Council
 Soccer — Alberta Soccer Association
 Softball — Alberta Amateur Softball Association
 Special Olympics — Alberta Special Olympics
 Speed Skating — Alberta Amateur Speed Skating Association
 Squash — Squash Alberta
 Swimming — Swim Alberta
 Synchronized Swimming — Synchro Swim Alberta
 Table Tennis — Alberta Table Tennis Association
 Tae Kwon Do — Alberta Tae Kwon Do Association
 Team Handball — Alberta Team Handball Federation
 Tennis — Tennis Alberta
 Triathlon — Alberta Triathlon Association
 Volleyball — Alberta Volleyball Association
 Water Polo — Alberta Water Polo Association
 Water Skiing — Water Ski Alberta
 Weightlifting — Alberta Weightlifting Association
 Wheelchair Sports — Canadian Wheelchair Sport Association - Alberta Section
 Wrestling — Alberta Amateur Wrestling Association

The following groups, which represent many sports, also received funding and program support:
 Alberta Schools Athletic Association
 Alberta Colleges Athletic Conference
 Alberta Universities Athletic Association
 Sport Medicine Council of Alberta
 Alberta Senior Citizens Sports and Recreation Association

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How We Operate

The Alberta Sport Council has an administrative office in Calgary, a technical development office in Edmonton and eight zone offices.

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Zone 5 — Black Gold/Yellowhead

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Fax: (403) 963-7009

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